

Message Text

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PAGE 01 MANILA 05156 031234Z

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ACTION EA-07

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FM AMEMBASSY MANILA

TO USDOC WASHDC

INFO SECSTATE WASHDC 3161

UNCLAS MANILA 5156

E.O. 11652: NA

TAGS: BFOL, RP

SUBJ: WTDR/FTI - COMMUNICATIONS ELECTRICAL EQUIPMENT & SUPPLY
COMPANY, INC.

REF: UNCLAS USDOC 4468

1. PHILIPPINES 2. CNTRY CODE: 565 3. SER NO: NA

4. COMMUNICATIONS ELECTRICAL EQUIPMENT & SUPPLY COMPANY, INC.

4A. CODE: 4B. CODE: A 4C. CODE: X

5. P.O. BOX 58, MANILA; GROUND AND SECOND FLRS., KEYSTONE
BLDG., 220 BUENDIA AVE., MAKATI

6. RIZAL, PHILIPPINES

7. ESTBL: 1946 8. EMPL: 66 9. SIZE (19-X) LARGE

10. REPUTATION: (22-X) GOOD 12. RPT DATE: 04/74

13A. 36990/1235 RETL., INDENTS, WHOLESALE & IMP. ELECTRICAL
EQUIPMENT AND SUPPLIES

13B. 36134/1235 RETL., INDENTS, WHOLESALE & IMP. POWER FUSES

13C. 36132/1235 RETL., INDENTS, WHOLESALE & IMP. CIRCUIT BREAKERS

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MANILA 05156 031234Z

13D. 36430/1235 RETL., INDENTS, WHOLESALE & IMP. PLUGS & SWITCHES

13E. 32932/1235 RETL., INDENTS, WHOLESALE & IMP. GASKETS

13F. 36430/1235 RETL., INDENTS, WHOLESALE & IMP. ELECTRIC CONVENIENCE OUTLETS

13G. 36443/1235 RETL., INDENTS, WHOLESALE & IMP. INSULATORS

13H. 36480/1235 RETL., INDENTS, WHOLESALE & IMP. LIGHTING EQUIPMENT AND FLASHERS

13I. 36410/1235 RETL., INDENTS, WHOLESALE & IMP. ELECTRIC LAMPS

13J. 36120/1235 RETL., INDENTS, WHOLESALE & IMP. TRANSFORMERS.

13K. 38250/1235 RETL, INDENTS, WHOLESALE & IMP. ELECTRIC METERS

13L. 36130/1235 RETL., INDENTS, WHOLESALE & IMP. SWITCHBOARDS

13M. 36430/1235 RETL., INDENTS, WHOLESALE & IMP. FUSE CUTOOUTS

14. OFFICER: SIY KA BIO TITLE: PRESIDENT

15. CABLE: "CELEASCO" MANILA 16. TELEX: 7425293 - ITT

17. PHONE: 88-89-81

18. FINANCIAL REFERENCES: EQUITABLE BANKING CORPORATION, MANILA, PHILIPPINES. TRADE REFERENCES: SEE ITEM #19.

19. MAJOR FOREIGN FIRMS REPRESENTED: S & C ELECTRIC COMPANY, 6601 RIDGE BOULEVARD, CHICAGO, ILLINOIS 60626, ELECTRICAL SUPPLIERS; APPLETON ELECTRIC PRODUCTS, 1701 W. WELLINGTON AVENUE, CHICAGO, ILLINOIS 60657, ELECTRIC REDUCERS, PLUGS, GASKETS, RECEPTACLES, OUTLETS; DAYBRITE LIGHTING, INC., ST. LOUIS, MISSOURI, LIGHTING FIXTURES; CROUSE HINDS COMPANY, NEW YORK, N.Y. , LIGHTING EQUIPMENT; UTILITIES SERVICE COMPANY, PENNSYLVANIA, DISTRIBUTION TRANSFORMERS & ELECTRICAL HARDWARE; AUSTRALIAN INSULATORS IRON WORKS PTY. LTD., 36 ALFRED STREET, ROSELLE 12039, AUSTRALIA, INSULATORS; AND G & W UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MANILA 05156 031234Z

ELECTRIC SPECIALTY COMPANY, ILLINOIS, POTHEADS, FUSE CUTOOUTS, TRANSFORMERS; EXCLUSIVE AGENCIES ACQUIRED SEVERAL YEARS AGO.

20. OFFICE AND STORE LOCATED IN MAKATI, RIZAL. IMPORTER, INDENTOR AND DISTRIBUTOR OF WIDE LINE OF ELECTRICAL SUPPLIES AND EQUIPMENT. MAJORITY OF STOCK REQUIREMENTS OBTAINED FROM UNITED STATES, CANADA, AUSTRALIA AND JAPAN. PRODUCTS SOLD THROUGH OWN DISPLAY STORES AND THROUGH DEALERS LOCATED

THROUGHOUT COUNTRY. HAS ADEQUATE STOCKS AND FACILITIES FOR NORMAL OPERATIONS. OFFICERS APPEAR COMPETENT AND RELIABLE. FINANCIAL STATEMENTS FOR 1973 NOT AVAILABLE. AS OF SEPT-EMBER 30, 1972 TOTAL ASSETS P6.9 MILLION AND NET WORTH P3.5 MILLION. SALES FOR SAME YEAR P6.8 MILLION WITH NET INCOME P429,250. CREDIT REPUTATION, SATISFACTORY. RECOMMENDED AS TRADE CONTACT FOR INTERESTED U.S. FIRMS.

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